

MOTOR CAR GOSPEL

MOTOR CARS PLAY BIG PART IN U. S. EXPEDITION AFTER VILLA

Negotiating roads that were repeatedly declared impassable and bringing food and ammunition right up to the fighting front, motorized military transportation has played an important part in the punitive expedition into Mexico, according to a letter received by the Packard Motor Car Company from one of its expert drivers who is accompanying the army in its pursuit of Villa. The letter, written on April 6, gives a thrilling account of what desert trucking under military necessity means. It reads, in part, as follows:

"We are back in Columbus, N. M., after having done 600 miles into the interior of old Mexico. The roads are not roads at all, and you can never realize what we have accomplished. We have been to the direct front within seven miles of where Villa is supposed to be hiding—and were the first to reach the 7th Cavalry, who

had been eight days without supplies. "If you could have seen these boys when we reached them on April 3, it surely was no April fool for them. They had been 40 hours in the saddle and had literally killed 60 of their horses because of lack of feed and water for the animals.

"In going through to them we went 40 miles further than any other trucks have penetrated and we are surely getting the credit for it. Gen. Pershing has named us the 'Flying Squad' and has asked Gen. Funston to detail our company to carry supplies to his command. We leave tomorrow morning at 8 to go through to the front again.

"Columbus is wild about the Packards, since some of the others here made 110 miles in 24 hours and shout about it, while we clipped nine hours from their record and didn't consider it any feat at all."

GEN. PERSHING IN MOTOR CAR OF DODGE BROS.

According to detailed advices now arriving from the border, Dodge Brothers' motor cars have played a prominent part in the invasion of Mexico in pursuit of Villa.

When General Pershing led his troops across the border he traveled in a Dodge Brothers' motor car, and four other touring cars were used in the transportation of supplies. These cars have, of course, been since supplanted in this work by the big trucks shipped to Mexico but the touring cars are still in use by the army.

According to the transportation department they have made wonderful records in the desert travel after the fleeing Mexican bandit.

Reporting on the performance of the Dodge Brothers' car that carried General Pershing on the first advance, an army officer said:

"We had practically to make our own roads and from what the Dodge Brothers' car showed on that trip I believe it could climb a wall. The car went through mountain passes and over places where it was necessary for the engineering corps to blast out a trail before the trucks coming after could get through at all."

RECORD BUSINESS FOLLOWS RISE IN PRICE OF CHALMERS 'SIX'

Following the recent announcement of a \$40 rise in the price of Chalmers Six-30 touring cars, officials of the Chalmers Motor Company have released figures indicating the greatest year's business in the history of the company.

"During the 27 working days of March we shipped cars valued at \$2,500,000," said Paul Smith, vice-president in charge of the selling division, yesterday.

"On March 31, cars valued at close to \$2,500,000 were shipped, marking the largest single day's shipment of cars since the organization of the company. Although we have established new production and sales records in the last three months, and the Chalmers plant is on a day and night schedule, we are entering the month of April with \$3,400,000 in unfilled orders still ahead of us. The biggest year in the Chalmers history is already an assured fact."

Prediction of higher prices made by Hugh Chalmers at the Chicago automobile show in January have been fulfilled by the rise in price of Chalmers Six-30 models, effective April 15; the touring car price has been increased from \$1050 to \$1090, the cabriolet from \$1400 to \$1440, and the roadster from \$1050 to \$1070. It is interesting to note that sales on the Six-40 model, on which the price was raised March 1, have shown a big increase over any previous month since this car was first brought out.

In connection with the expansion of Chalmers' business, no feature has stood out more prominently than the increase in Chalmers dealer representation. Since the announcement of the Chalmers Six-30, more than 500 of the most prominent dealers and distributors in the United States have taken on the line with the result that the Chalmers cars are sold in more than 1000 cities and towns in the United States.

FEDERAL TELEGRAPH CO.

Up-to-the-minute service to the Mainland and steamers Sierra, Sonoma and Ventura at sea.

The Federal Company has been awarded U. S. Government contract to equip all battleships and three of the largest radio stations in the world (including Pearl Harbor) with Poulsen apparatus.

THERE'S A REASON.

828 Fort Street

Telephone 4085

GASOLINE PRICE SHOULD STIR UP FUEL CONTESTS

Agitation for the regulation of the price of gasoline, and a volume of claims as to low gasoline consumption by different makes of automobiles, ought to be favorable toward the revival of gasoline contests which were popular up until about five years ago.

As early as 1906, the Automobile Club of America recognized the influence which fuel economy would have on the progress of the industry, and promoted tests to show the relative advancement from year to year in performance of this kind. Besides, almost every local contest then staged by various automobile clubs included an award for lowest gasoline consumption.

From the first, no car has been more closely identified with the gasoline economy movement than the Franklin. Starting in May, 1906, with a world's record of 87 miles on 2 gallons, established at New York, various economy events were won with a regularity that built a reputation which the car continues to hold today.

NEW BASIS FOR INSURING AUTOS

A new basis for insuring automobiles has been evolved by one of the leading New Jersey insurance companies. The weight of the car is now depended on in defining the risk and setting the premium required. Cars weighing under 3000 pounds are insured at a certain rate and all those over 3000 pounds at a different rate. This standard applies both to automobile liability and property damage.

This new principle can well be considered the outgrowth of conditions as they are now holding. The man who operates a heavy car has always experienced greater expense for gasoline, tires and depreciation, and now his insurance follows substantially the same ratio.

SAYS JAPANESE PLANNING LABOR UNION CAMPAIGN

That Japanese of the islands are contemplating an organization somewhat along the lines of the Higher Wage Association which handled the laborers' strike six years ago is the statement of a well-informed Japanese newspaperman at Honolulu.

"However, the leaders of the Higher Wage Association will not be prominent now. Neither Fred Makino, Dr. G. Negoro nor Editor Soga of the Nippon Jiji will be given much chance to be active," he said. "The Japanese would rather handle it without them, thinking mistakes were made the last time that could be avoided. Matters have not crystallized yet, but there is no representative talk of any violent move by labor, the feeling being that the planters should be approached diplomatically."

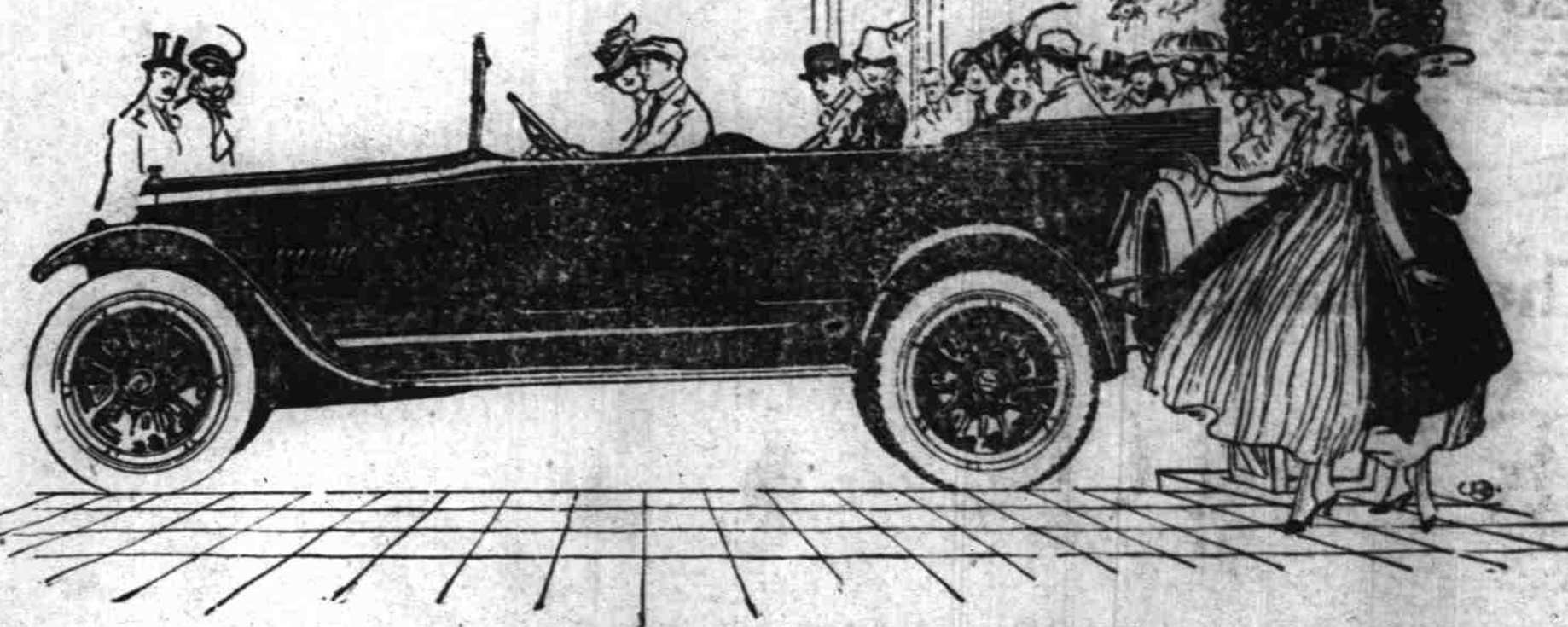
RAILROAD MILEAGE IN RETURN FOR ADVERTISING

WASHINGTON, D. C. Senator Culbertson, chairman of the judiciary committee, introduced an amendment to the anti-pass law to permit publishers, editors and proprietors of newspapers or magazines to take railroad mileage in payment for advertising space. Senator Culbertson is the author of the original anti-pass act and proposes to press his amendment.

LUMBER

LEE CHU LUMBER CO.
Papaui and River Streets
Phone 3618 P. O. Box 367

The New and Greater
CHANDLER SIX
\$1295
F. A. B. Cleveland



We Cannot Describe the Beauty of the New and Greater Chandler

If you have seen the new Chandler touring car body you understand why we do not attempt to describe it. If you have not seen it come in today and get a new idea of motor car beauty.

This new touring car is the most beautiful car of the year. There can hardly be any argument as to that. Someone having reason to be biased might dispute this, but you are unprejudiced—you will look with open mind for grace of line and beauty of finish—and you will agree with what countless thousands at the automobile shows have said very positively. They have said the Chandler is the most beautiful car of the year. So come in and see.

The walnut-paneled tonneau cowl has pleased the public everywhere. It will please you. It gives the car a very unusual air of complete finish. It reflects, too, the thought which the Chandler Company gives to details throughout the car, inside and outside. And remember this, any type of

touring body other than the Chandler tonneau-cowl type will be old-fashioned and out of date before the season is over. The old style design, with the backs of the front seats projecting abruptly above the body, looks odd even now.

Come see the Chandler. You will be delighted with the style of the car and you know now that you can depend on it mechanically—depend on it for all the power, speed, flexible control and day-in-and-day-out service that you could ask for in a car at any price.

For the Chandler chassis, distinguished by the Marvelous Chandler Motor, has been proven right through three years of service in the hands of thousands of owners. It is free from any hint of experimentation, free from any hint of untried theory.

In spite of higher prices of all materials entering into it, the Chandler is still noted for high quality construction throughout and the finest equipment.

Seven-Passenger Touring Car - \$1295
Four-Passenger Roadster - \$1295

The von Hamm-Young Co., Ltd.

Agents for the

Chandler Motor Car Co., Cleveland, Ohio



"Gee! I'd have a birthday every day if we had Loju"

—Give the children something new—let them enjoy this new fruit juice—the delicious juice of Oregon's famous

loganberries! It's the same delightful flavor you used to find in the wild blackberry, for the Oregon loganberry is a cross between the mountain blackberry and the red raspberry. In the Willamette Valley of Oregon, these big luscious loganberries grow as nowhere else in the world. We press the juice just as the berries come from the field, wet with the morning dew.



Tell your grocer to send you a few bottles of Loganberry Juice

A FEW WAYS TO SERVE "LOJU"

—From the "Loju" recipe booklet, free at your dealer.

"LOJU" PUNCH—Just the right amount to serve 6 or 8 people. One bottle of "Loju" Concentrated, three parts of water, juice of two lemons, sugar to suit taste. Add a few slices of orange or pineapple. Place small cubes of ice in punch bowl and pour juice and water over same.

—Have some of it ready for little impromptu occasions. See the way its delicious flavor will delight everyone. "Loju," like no other fruit juice, contains the natural citric acid. You can compare the "Loju" flavor with nothing else—it isn't the sweet, insipid flavor, neither does it leave that heavy, "sluggish" after effect.

Henry May & Co., Ltd.

DISTRIBUTERS

Turn the little disc to 1-2-7-1



Has a very Creamy Lather as a result of scientific Soap-making. Does not waste.

IMPERIAL PEROXIDE SOAP

A PURE WHITE TOILET AND BATH SOAP

Each cake is wrapped to insure delivery to you in a sanitary condition and to retain its original delicate perfume.

Made in the cleanest most sanitary factory in the world.

Imperial Peroxide is an antiseptic soap, made for Nursery, Toilet and general purposes.

Has a most pleasing effect on delicate skin, besides making it healthy and clean.

FOR SALE AT ALL DRUG STORES